



National Motor Vehicle
Theft Reduction
Council

POP. LOCK. STOP

Social Media Kits

This kit is designed to assist you in utilising the NMVTRC's social media resources as part of the Pop. Lock. Stop. Campaign. The following are provided as examples of posts for Twitter, Facebook and Instagram. We encourage you to also come up with your own ideas for posts that are best suited to your LGA. However, social media posts should aim to promote the 'key' messages of the campaign, including-

- 7 in 10 cars are stolen with their own keys;
- Offenders sneak into homes through unlocked doors and windows. It's called sneak theft. (You can stop it.);
- Car theft is preventable and there are simple steps you can take to reduce your risk;
- It's easy. Pop. Lock. Stop sneak theft; and
- Sneak thieves actively avoid confrontation with home owners.

These examples are specifically for Twitter, noting the smaller character limit. Please remember to tag us (@carsafe) and include a relevant hyperlink so your followers know where to go for more information (whether it's our website or a council landing page). Any of the photos included in the social media kit can be used for these posts (the following are provided only as an example)



7 IN 10
CARS ARE
STOLEN WITH
THEIR OWN KEYS.

POP.
LOCK.
STOP.

Example 1:

7 in 10 cars are stolen with their own keys. POP LOCK and STOP sneak theft. (COUNCIL HANDLE) and the @carsafe are working together to highlight the simple steps you can take to reduce your risk. For more tips head to <http://carsafe.com.au/pop-lock-stop>.

**POP.
LOCK.
STOP.**

Example 2:

Remember, POP LOCK and STOP sneak theft. To find out how to keep your keys safe from thieves visit carsafe.com.au. A joint initiative of @carsafe and (insert council name)



7 IN 10
CARS ARE
STOLEN WITH
THEIR OWN KEYS.

POP.
LOCK.
STOP.

Example 3:

Offenders sneak into homes through unlocked doors & windows to steal car keys. You can stop them. POP keys out of sight LOCK all doors and windows & check everyone in the home is doing the same. STOP sneak theft. An initiative of @carsafe and (insert council name)

Facebook and Instagram Posts

There are 1 x 15 second and 3 x 6 second cut of the 45 second video designed for social media platforms. They are also included in the social media kit. These are intended for use on Facebook or Instagram. Examples of text to accompany the posts are below:

Example 1:

Did you know that 7 in 10 cars are stolen with their own keys? Offenders sneak into homes through unlocked doors and windows to access keys. It's called Sneak Theft. There are some simple steps you can take to stop them—

POP keys out of sight.

LOCK all doors and windows and ensure everyone in the home is doing the same.

STOP sneak theft.

(Council name), in partnership with the NMVTRC are highlighting the simple steps motorists can take to prevent vehicle theft and the importance of car security.

For more information head to (council website) or carsafe.com.au

Example 2:

Having a car stolen is stressful, inconvenient, and costly. Offenders often sneak into homes through unlocked doors and windows to access car keys. Follow some simple steps to safeguard your keys—

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here) or visit carsafe.com.au

We have also developed a series of posts which address common misconceptions about car theft to accompany the 15 second videos or social media tiles. These are best suited for Facebook posts due to the longer character length.

Myth: Thieves are only interested in stealing luxury cars

Fact: Modern, mainstream cars are commonly the most stolen vehicles

What can you do to secure your car?

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

(stakeholder) and the NMVTRC are working together to show motorist just how easy it is to prevent car theft. For more information go to (insert webpage here) or visit carsafe.com.au

Myth: My vehicle is safe when at home

Fact: Thieves are stealing cars by sneaking into homes and taking the car keys.

What can you do to secure your car?

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

A joint initiative from @carsafe and (Stakeholder)

Myth: My car is secured with an immobiliser, so it will be safe.

Fact: Whilst immobilisers prevent hot-wiring, thieves are now getting hold of the car keys in order to steal a car

What can you do?

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

Myth: It won't happen to me

Fact: 1 in 174 Australian households fall victim to motor vehicle theft each year

What can you do? Its easy!

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

A joint initiative of the NMVTRC and (insert council name). For more information visit (insert webpage here)

Myth: Vehicle theft isn't as important as other 'serious' crimes

Fact: Vehicles are stolen to facilitate other crimes such as armed robberies, burglaries or to trade for drugs

Remember-

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here)

Myth: I am insured so it doesn't matter if my car gets stolen

Fact: On average, victims of car theft incur \$5,000 in out of pocket expenses

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here)

A joint initiative of the NMVTRC and (insert council name). For more information visit (insert webpage here)

Myth: Car theft is only a big city problem

Fact: In Australia, more than 1 in 3 vehicles are stolen from a non-metropolitan region

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here)

A joint initiative of the NMVTRC and (insert council name). For more information visit (insert webpage here)

Myth: I always park my car in the garage or driveway, so it is safe.

Fact: 1 in 2 cars are stolen from the home by the thief gaining access to the car keys.

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak thefts.

For more information visit (insert webpage here)

The NMVTRC and (COUNCIL NAME) are working to highlight the simple steps you can take to reduce your risk.

Myth: Thieves will come looking for my keys if I don't leave them in an obvious spot.

Fact: Most car thieves actively avoid confrontation with homeowners. In many cases if a thief is unable to easily locate the keys, they will move on.

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak thefts.

(COUNCIL NAME) Is working with the NMVTRC to help reduce your risk of falling victim to vehicle theft.